

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Attorney Docket No. 03-380-D)**

<b>In re application of:</b>	)	
	)	
<b>Rosenberg et al.</b>	)	
	)	<b>Art Unit: 3688</b>
<b>Serial No.: 09/978,170</b>	)	
	)	<b>Examiner: Bennett M. Sigmond</b>
<b>Filed: October 15, 2001</b>	)	
	)	<b>Confirmation No.: 3931</b>
<b>For: Method and System for</b>	)	
<b>Pause Ads</b>	)	

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Dear Sir:

Applicants thank the Examiner for allowing the pending claims and Applicants acknowledge the Statement of Reasons for Allowance of the above-referenced patent application and agree that the claimed subject matter is patentable. However, Applicants take no position regarding the Statement of Reasons for Allowance other than the positions Applicants may have previously taken during prosecution. Therefore, the Statement of Reasons for Allowance should not be attributed to Applicants as an indication of the basis for Applicants' belief that the claims are patentable. Furthermore, Applicants respectfully assert that there may also be additional reasons for patentability of the claimed subject matter not explicitly stated in this record, and Applicants do not waive their rights to such arguments by not further addressing such reasons herein.

Respectfully submitted,

**McDONNELL BOEHNEN  
HULBERT & BERGHOFF LLP**

Date: August 15, 2011

By: /David L. Ciesielski/  
David L. Ciesielski  
Reg. No. 57,432